

**MULTI-FACETED, TIER DRIVEN ELECTRONIC
COMMERCE FACILITATOR**

ABSTRACT OF THE DISCLOSURE

Methods and systems for selling goods and services involve the formation of a contractual alliance of distribution associates, promotion of sales of predefined goods offered by the distribution associates via a centralized Web site, and a tier-driven reverse auction process. A tier driven server system is coupled to the centralized Web site to solicit bids from the distribution associates in response to customer purchase requests made by customers using the centralized Web site. In response to a customer purchase request, distribution associates are selected from the database based on geographic proximity to the customer and availability at the distribution associate of a category of products or services requested for purchase. Information is then sent to the customer identifying the selected distribution associate, thereby including the distribution associate in sales arranged via the Internet without each distribution associate having to build and maintain a presence on the Internet.

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